

FISCAL NOTE

SB 3659 - HB 3547

March 2, 2006

SUMMARY OF BILL: Permits local school districts to contract with an advertising broker or independent contractor for commercial advertising on school buses. The bill amends current law by doubling the allowable size of advertisements on the rear quarter panels of school buses and authorizes color advertisements rather than only black and white. LEAs are required to adopt a policy concerning commercial advertising on school buses that complies with rules and regulations of the State Board of Education

ESTIMATED FISCAL IMPACT:

Increase Local Govt. Revenues - Exceeds \$1,000,000/Permissive
Increase Local Govt. Expenditures - Exceeds \$100,000/Permissive

Assumptions:

- Local education agencies will collect fees for these advertisements. The amount of revenues collected will depend on the number of school systems which elect to advertise on buses, the amount charged per bus, and the number of buses used for advertising purposes.
- The increase in local government expenditures will involve a one-time cost for the advertising logos which are placed on the buses and some administrative costs. Such costs will depend on the cost of the logos and the number of buses which will be used for advertising purposes.

CERTIFICATION:

This is to duly certify that the information contained herein is true and correct to the best of my knowledge.



James W. White, Executive Director

SB 3659 - HB 3547